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SingleShop E-Shopping Service Powers iMom.com

– SingleShop delivers next-generation e-shopping service to destination sites –

RESTON, Va., May 11, 2000 – SingleShop, Inc., the premier e-shopping service provider, today announced that iMom.com has selected its e-shopping service to power the shopping platform on its Web site. iMom.com chose to implement SingleShop's complete shopping solution in order to offer the greatest choice and convenience for mothers and other visitors to its site. Unlike "search and compare" programs, SingleShop will increase iMom.com's site "stickiness" and improve customer loyalty by allowing consumers to comparison shop and buy from today's leading e-tailors while staying at iMom.com throughout the entire shopping transaction.

"We recognized immediately that SingleShop was the only company that could deliver a total shopping solution on our site, which is exactly what our information hungry and time-pressed mothers need," said Deborah Todd, CEO, iMom.com. "Customers who visit our site prefer to have a choice of e-tailors. Now the Moms on our site can comparison shop across the Internet and buy multiple items from multiple retailers, with a single checkout transaction, all while staying on our site."

With its patent-pending SingleOrder engine, SingleShop enables destination sites, such as ISPs and media and community portals, to deliver one-stop shopping from dozens of branded e-tailors. SingleShop is the only e-shopping engine that integrates "search, compare, buy" functionality with a universal shopping cart and single checkout transaction. Because SingleShop provides a scalable solution including hosting and transaction processing, destination sites can save hundreds of thousands of dollars in additional manpower, resources and expertise as they are freed

-- more --



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from building the user interface, software and backend infrastructure, and from managing content, merchandising and merchants.

"We're pleased to be powering iMom.com's e-shopping service, so that they can provide greater convenience and choice for mothers," said Mike Bruce, president, CEO and co-founder, SingleShop, Inc. "As iMom has found, our next generation e-shopping service has emerged as the preferred alternative to less comprehensive services, such as "search and compare" engines. By delivering an e-shopping service that lets consumers shop the way they want to shop, SingleShop allows destination sites to focus on what they do best, while outsourcing their non-core revenue streams, such as e-shopping, to us."

About SingleShop, Inc.

Based in Reston, Va., SingleShop, Inc. is the leading e-shopping service provider for destination sites, such as ISPs, portals and media and community sites. SingleShop's patent-pending SingleOrderSM engine is embedded into these sites to provide consumers the ability to search, compare and purchase products from the Web's leading merchants with a universal shopping cart and single checkout transaction. SingleShop also offers merchandising content, merchant relationships, application hosting, customer support, an exclusive, eight-point SingleShop-CertifiedTM merchant program, as well as e-shopping services via wireless-based devices. Founded in 1999, SingleShop is a privately-held, venture-backed company with investments from leading institutional investors, including Columbia Capital, Draper Atlantic, and Merrill Lynch KECALP. SingleShop has been named one of the year's top companies by Digital South magazine ("50 Companies to Watch," January 2000) and dBusiness.com ("50 to Watch," April 2000). In addition, the company is the cover feature in the May/June 2000 issue of Digital South magazine. For more information on SingleShop, please visit www.singleshop.com.

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